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MCI Communications
Corporation

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Donald Evans
Director
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February 14, 1993

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

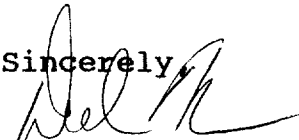
Re: EX-PARTE, CC Docket No. 92-77

Dear Mr. Caton:

In accordance with the Commission's Rules governing EX-PARTE communications, I am providing a copy of the recent survey conducted for MCI by The Gallup Organization. This survey clearly indicates that calling card users desire 0+ access to use their calling card.

Please place a copy of this notice and the attached survey in the record of this proceeding.

Sincerely,


Donald F. Evans

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The Gallup Organization

PRINCETON, NEW JERSEY

300 South 68th Street Place
Lincoln, Nebraska 68510
(402) 489-8700

MCI TELECOMMUNICATIONS CORPORATION

Washington, DC

Calling Card User Study

Executive Summary

Prepared by

The Gallup Organization
Princeton, New Jersey

Introduction

The Calling Card User survey was administered by The Gallup Organization for MCI Communications in order to determine the current perceptions and attitudes of telephone calling card users. The areas examined include usage levels, ease of use, and customer needs and experiences using calling cards.

Methodology

The study utilized a random sample design in order to obtain a representative nationwide sample of telephone calling card users. A total of 508 calling card users participated in the study. The study was conducted from February 4-8, 1994. The sample of 508 calling card users has a confidence interval of ± 4.38 at the 95% confidence level. This means that 95 times out of 100 the results obtained with a sample of users would vary no more than $\pm 4.38\%$ from the results that would be obtained from interviewing all telephone calling card users during the same time period.

Study Findings

The majority of calling card users (over three-quarters) either use their cards frequently, 12 months out of the year, or infrequently, one to three months a year (see Figure 1). A majority of card users (66%) feel that a calling card is a necessity (see Figure 2).

The study results support the contention that the majority of telephone calling card users want convenience as well as the ability to choose the carrier and telephone they use to make a calling card call.

The majority of card users (72%) responded that they agreed strongly or agreed somewhat with the statement "You prefer to use a calling card where you just dial zero instead of a special access code" (see Figure 3). A majority of card users (54%) also expressed their need for convenience in responding that they would not switch to a card that was less convenient for a 10% discount on calls (see Figure 4).

Calling card users were also asked about the desirability of various calling card features using a 5-point scale, where "5" means "extremely desirable" and "1" means "not at all desirable" (see Figure 5). A solid majority of card users rated the ability to use a calling card from any phone a desirable feature. Ninety-five percent (95%) of card users rated this feature "4" or "5." The ability to choose which long-distance carrier will carry a calling card call was rated "4" or "5" by just over 60% of card users. The preference for zero-plus dialing over access codes was expressed again (this was asked in a similar question -- see Figure 3), with 70% of calling card users rating the feature a "4" or "5."

When asked about restricted access or over-charging problems they may have had, a significant percentage of card users responded that they had experienced these problems "occasionally" or "a lot" (see Figure 6). The problem that highest percentage of card users reported experiencing was not being able to use a calling card from a certain pay phone -- this occurred "occasionally" for 32% of card users and "a lot" for 6% of card users. One-quarter of calling card users responded that they occasionally could not use their card from certain hotel rooms, while five percent (5%) of users reported that they experienced this problem "a lot." Being over-charged by an unfamiliar phone company was cited as an "occasional" occurrence by 17% of card users and a problem that occurred "a lot" by six percent (6%) of calling card users.

Calling Card Usage

(n=508)

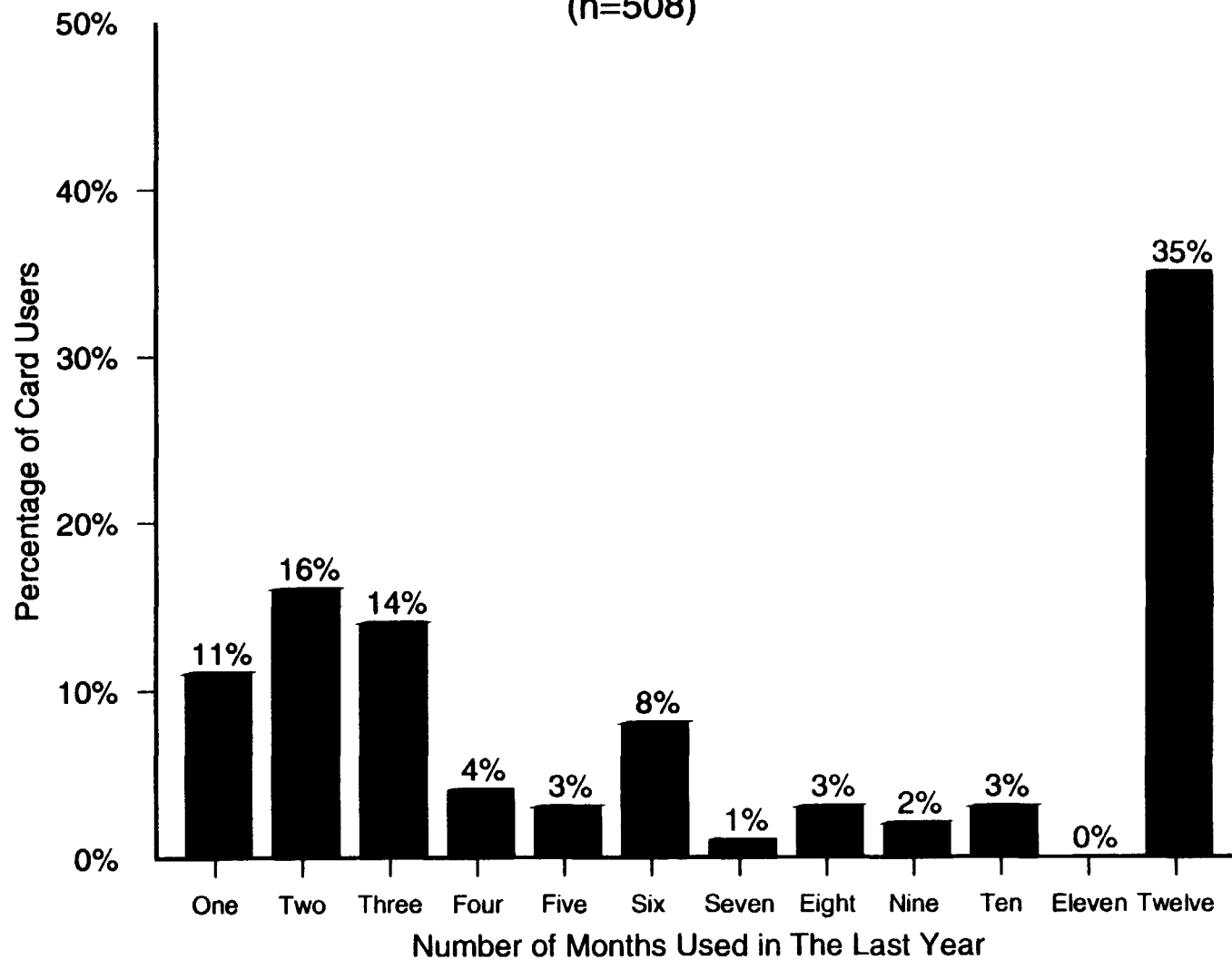


Figure 1

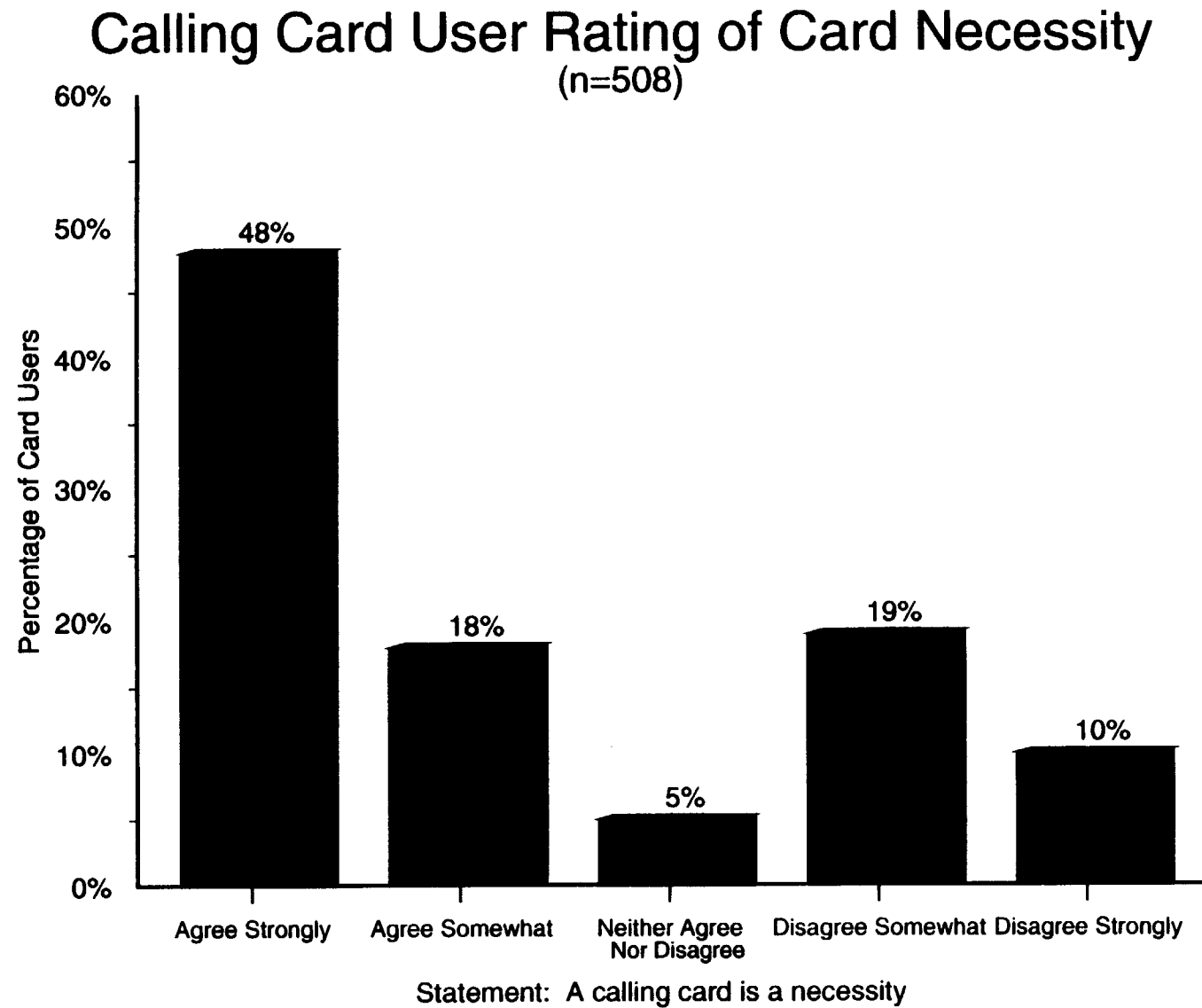
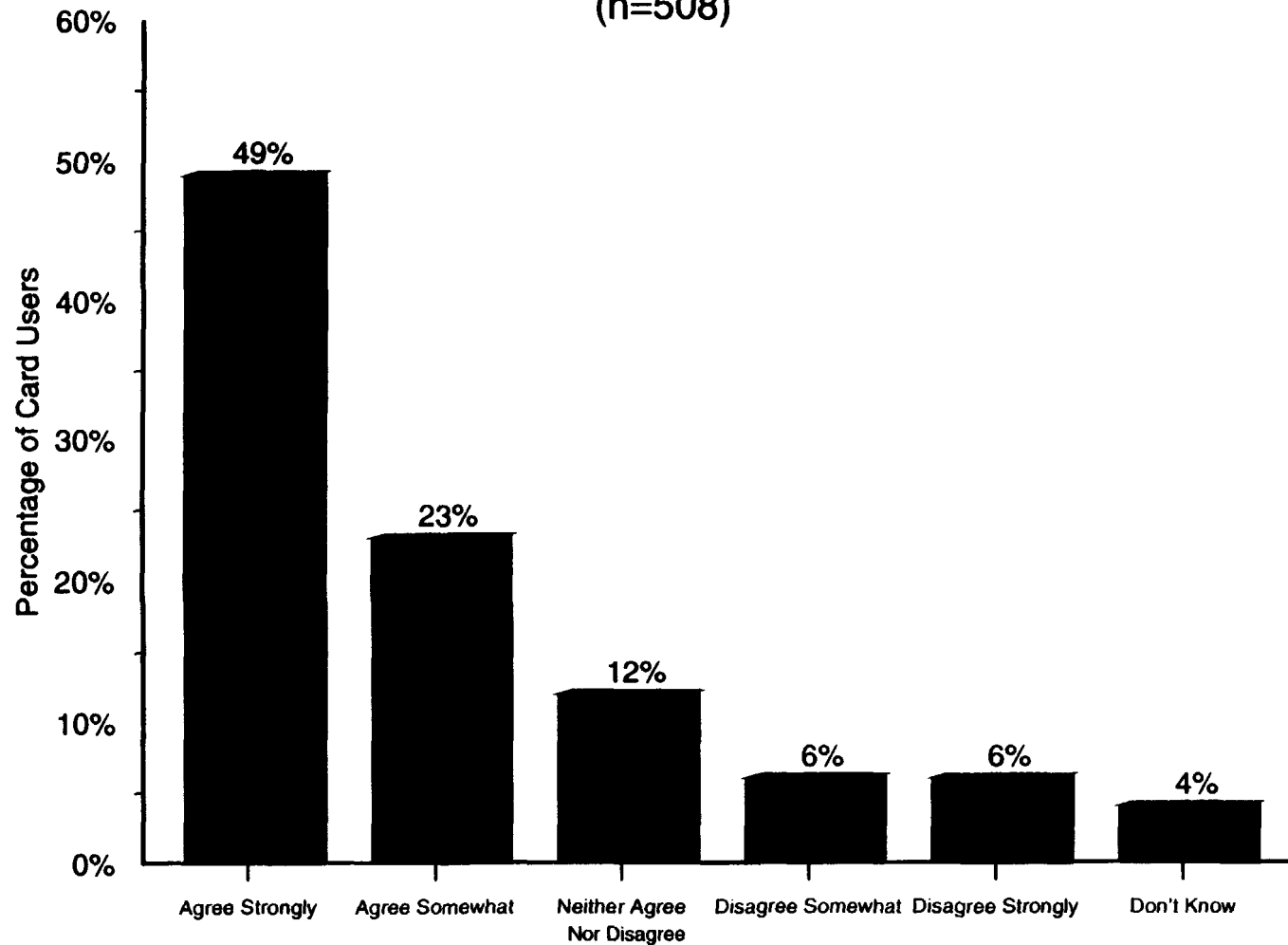


Figure 2

Calling Card User Rating of 0+ Dialing (n=508)

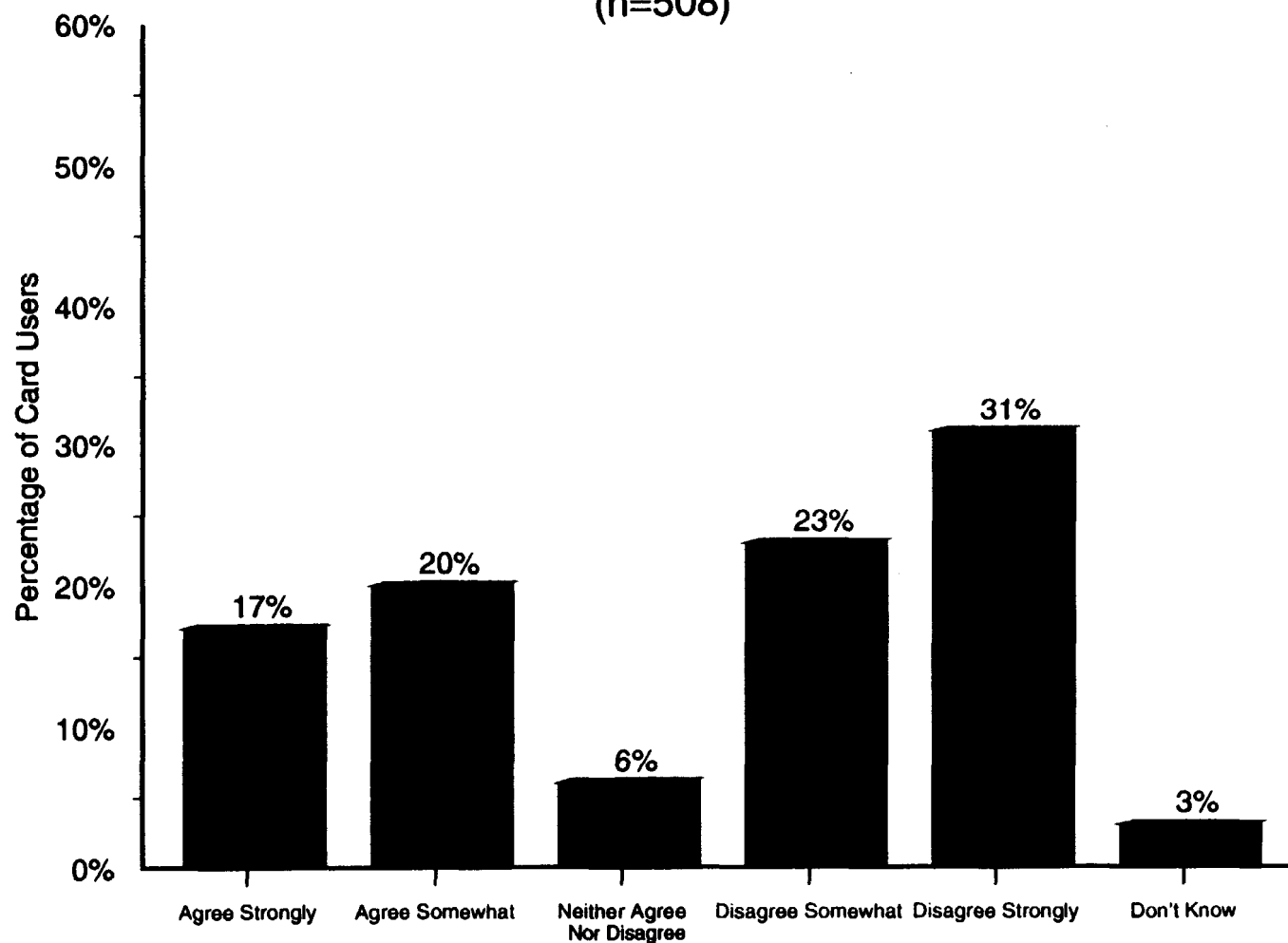


Statement: You prefer to use a calling card where you just dial zero instead of a special access code

Figure 3

Calling Card User Rating of Discount Offer on Less Convenient Card

(n=508)



Statement: You would be willing to use a less convenient calling card
if you received a 10% discount on calls.

Figure 4

Calling Card User Ratings of Feature Desirability (n=508)

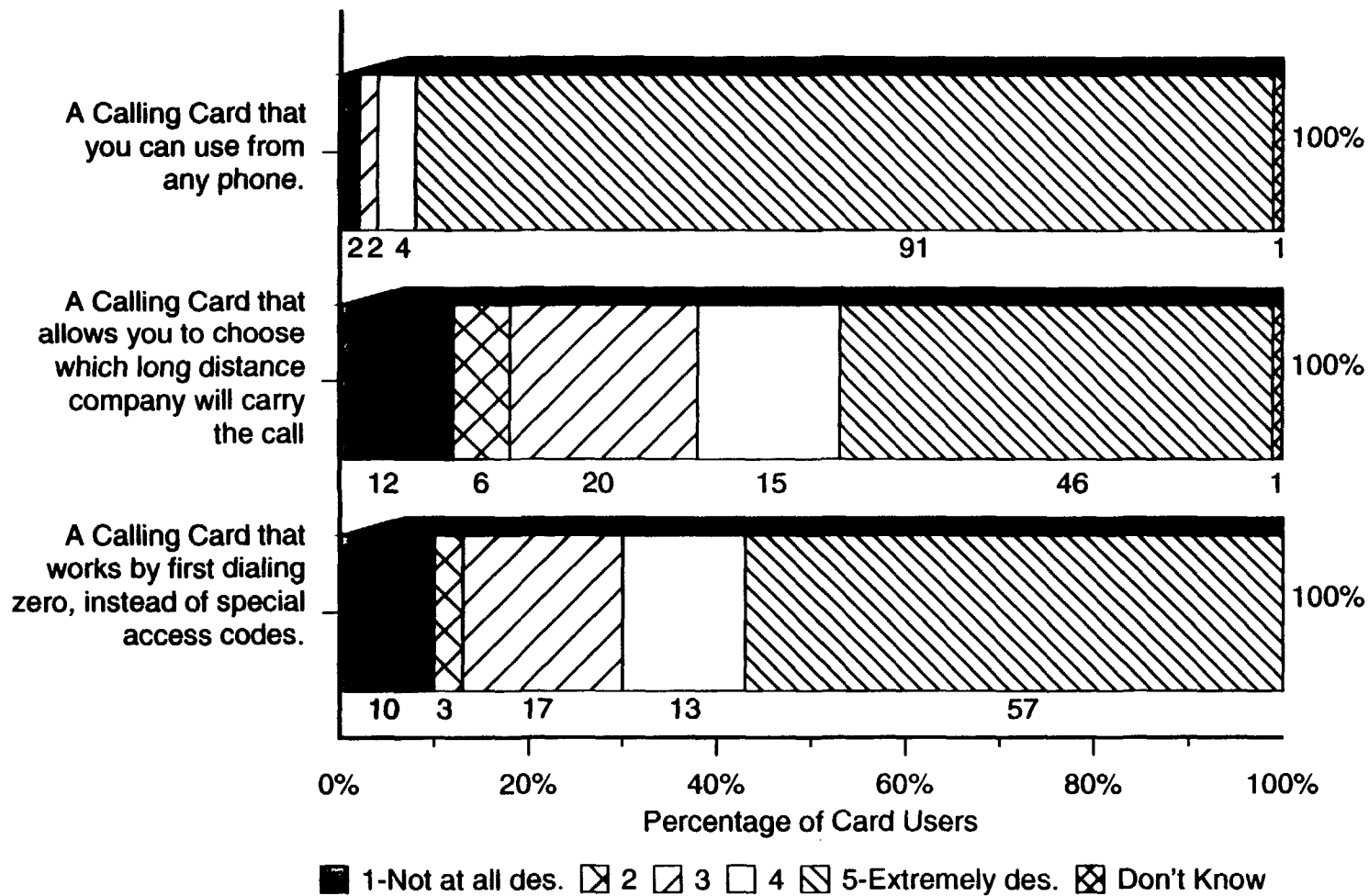


Figure 5

Calling Card User Experience (n=508)

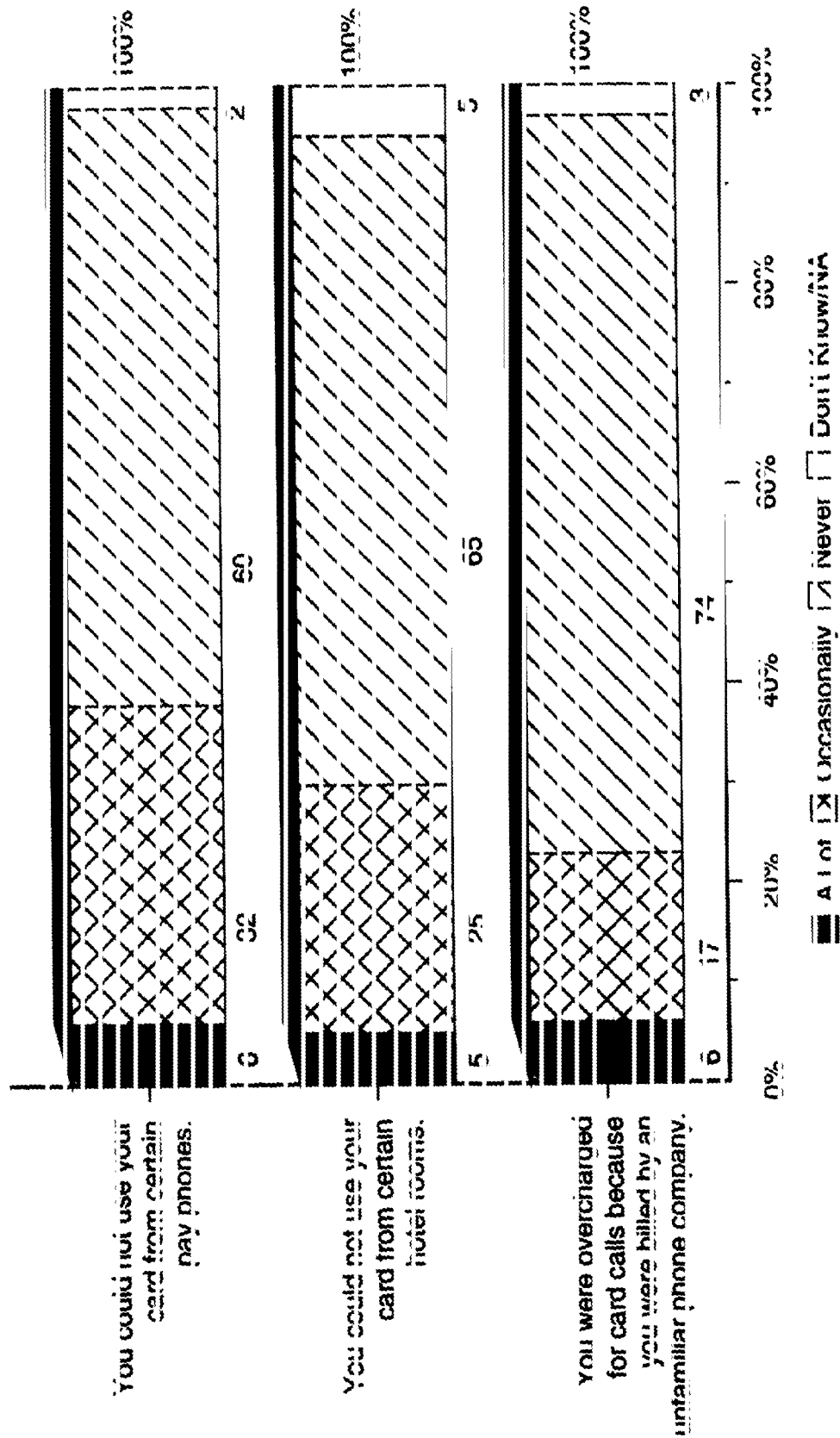


Figure 6